

# OFFERING MEMORANDUM El Cerrito Development

MIXED USE RESIDENTIAL APARTMENTS  
90 UNITS

2,998 Sq. Ft. of Ground Floor Retail  
10919 San Pablo Avenue, El Cerrito CA

[www.bcre.co](http://www.bcre.co)



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ASSET

Asset

Overview

ASSET

FINANCIAL

LOCATION

## INVESTMENT HIGHLIGHTS

### Close to Highway

Playland II is centrally located, is 2 minutes from I-80 Freeway, and 15 minutes to San Francisco to the south and 1 hour from Sacramento

### Public Transportation

Close to BART, bus lines, and Trains

### Near Shopping and Restaurants

Close to nearby shopping Centers such as El Cerrito Plaza and walking distance to many food eateries and restaurants.

### Close to San Francisco

Close to Downtown San Francisco, Golden Gate Park, Pier 39, Fisherman's Wharf, and many other tourist attractions.



## PROPERTY SUMMARY

<b>Price:</b>	<b>\$4,500,000</b>
<b>Address:</b>	10919 San Pablo Avenue El Cerrito, CA
<b>Lot Size:</b>	+/- 0.52 Acres (22,800 Sq. Ft. Survey)
<b>Units:</b>	<b>90 Units</b> (440 Sq. Ft. to 926 Sq. Ft. per unit) <b>2,998 sq ft of retail</b> (Demisable Space)



## THE OPPORTUNITY

Brian Baniqued and Jasmine Farmer are proud to present the "shovel ready" land development at 10919 San Pablo Avenue, El Cerrito, California. This project is located at the southwest corner of San Pablo Avenue and Alameda Avenue which is 0.8 miles from the El Cerrito BART Station near the Safeway shopping center.

This 5-story mixed use building has 2,998 square feet of ground floor commercial space with 4 floors of residential above and 90 units. The units are comprised of Studios, Junior 1-Bedroom, 1-Bedroom and 2-bedroom apartments with 68 parking stalls and an enclosed parking garage.

This project is a Tier IV project under the San Pablo Avenue Specific Plan. This site is within the Transit Oriented Mid Intensity Mixed Use (TOMIMU) zoning district.

Project is approved for a Tier IV Design Review and Planning Commission on July 3, 2019.

This site is eligible for the EB-5 Investments for Foreign Nationals looking to gain expedited U.S. citizenship. Specifically this site falls under TEA (Target Employment Area- HUA)

Link to Playland II Website:

<https://www.el-cerrito.org/DocumentCenter/View/11720/10919-SAN-PABLO-PLANS>

ASSET  
Property  
Description

Site Data

Project Size	22,800
APN	509-120-015, 509-120-013, 509-120-014
Number of Units	90 Units
Number of Floors	5
Lot Size	±0.52 Acres ( 22,800 Sq. Ft.)
Frontage	San Pablo Avenue
Acesss/Egress	Street level and driveways & Private parking
Parking	The complex is proposed to have 68 parking spaces
Flood Zone	No
Zoning Designation	The property at 10919 San Pablo Avenue in El Cerrito is zoned as Transit-Oriented Higher-Intensity Mixed Use (TOHIMU), allowing for a combination of residential, commercial, and retail uses.
Zoning Description	Commercial
Topography and Drainage	The property at 10919 San Pablo Avenue in El Cerrito features a predominantly flat topography, facilitating easy development, and benefits from adequate drainage infrastructure, ensuring effective water runoff management and minimal flood risk.
Project Description	This project consists of 65,836 square ft 90 Unit apartment building that consists of 36,823 of residential spaces, 2,998 of commercial areas, and 11,619 square footage of rental parking spaces.

Utility Providers

Water	East Bay Municipal Utility District - EBMUD
Sewer	Union Sanitary District
Garbage/Refuse	Republic Services
Electricity	Pacific Gas and Electric Company - PG&E

ASSET  
FINANCIAL  
LOCATION

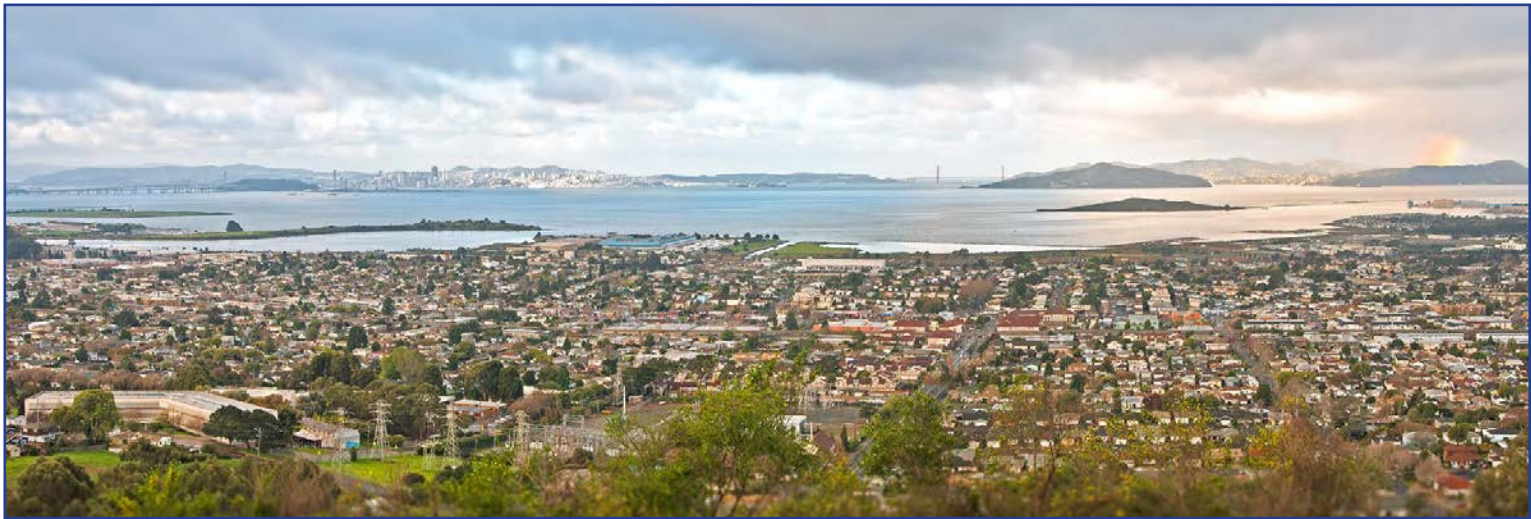


ASSET  
Photos



ASSET  
FINANCIAL  
LOCATION

ASSET  
Photos

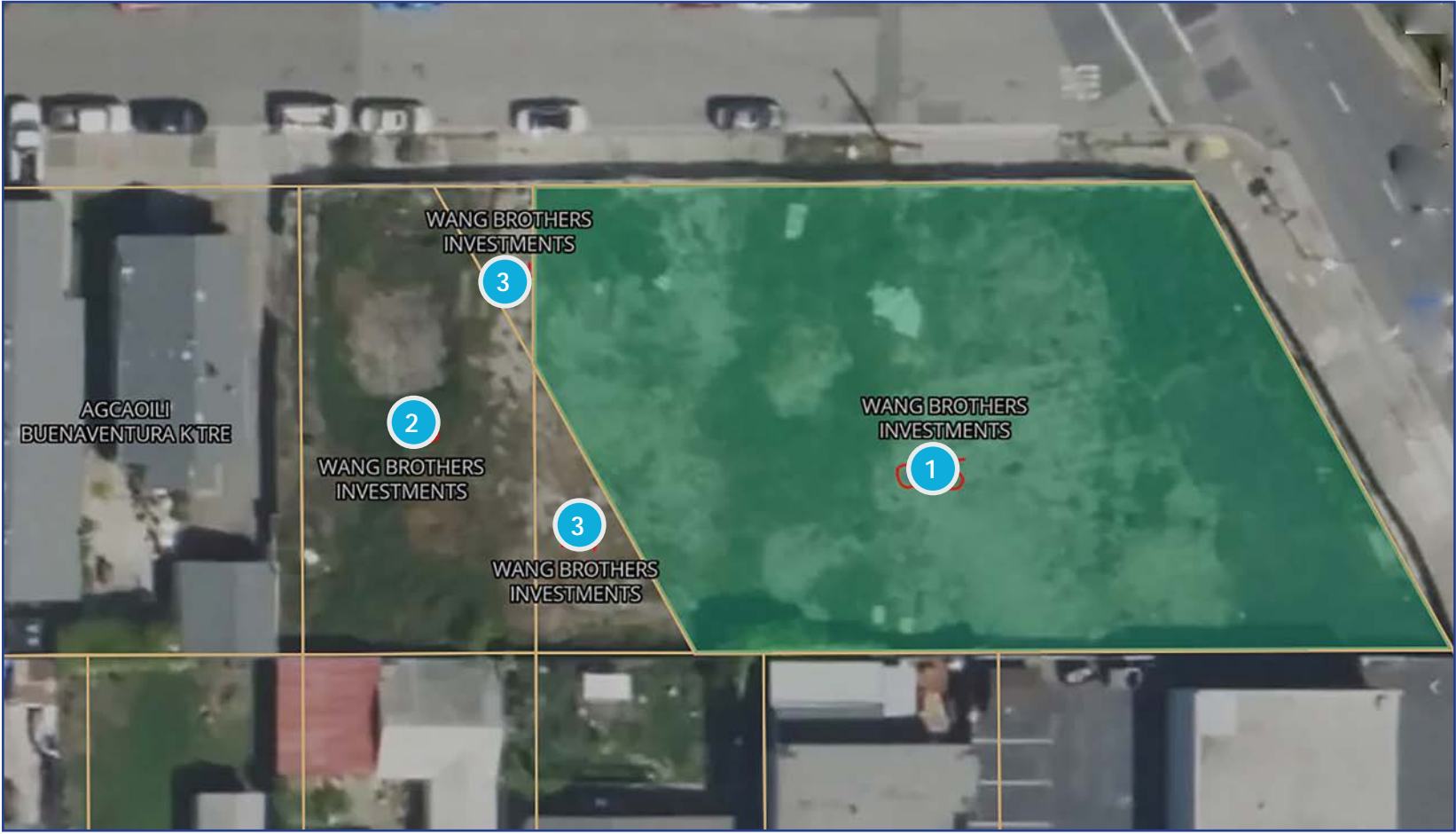


ASSET  
FINANCIAL  
LOCATION

ASSET

Parcel Map

Parcel Full APN#	Description
1 509-120-015	Lot Size: ±16,117.20 Sq. Ft.
2 509-120-013	Lot Size: ±4,160.60 Sq. Ft.
3 509-120-014	Lot Size: ±1,306.80 Sq. Ft.
<b>Total Sq. Ft.:</b>	<b>±22,215.60 Sq. Ft.</b>



ASSET  
FINANCIAL  
LOCATION

ASSET  
Floor Plans

**Type - A1**                      **Studio**  
Gross Sq. Ft.                      396 Sq. Ft.

**STUDIO - TYPE A1**



**Type - A2**                      **Studio**  
Gross Sq. Ft.                      407 Sq. Ft.  
Balcony Sq. Ft.                      33 Sq. Ft.  
Total Sq. Ft.                      440 Sq. Ft.

**STUDIO - TYPE A2**



# ASSET Floor Plans

## METRO 1 BED - TYPE B1

Type - B1  
Gross Sq. Ft.

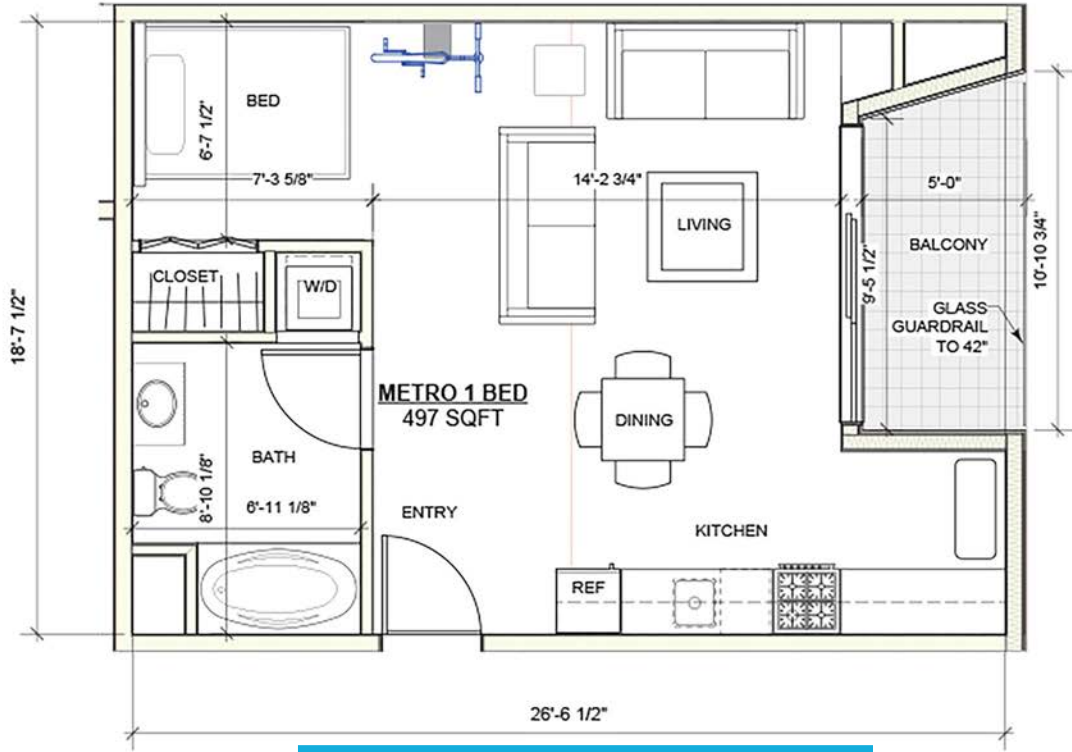
Metro1 Bedroom  
490 Sq. Ft.



## METRO 1 BED - TYPE B2

Type - B2  
Gross Sq. Ft.

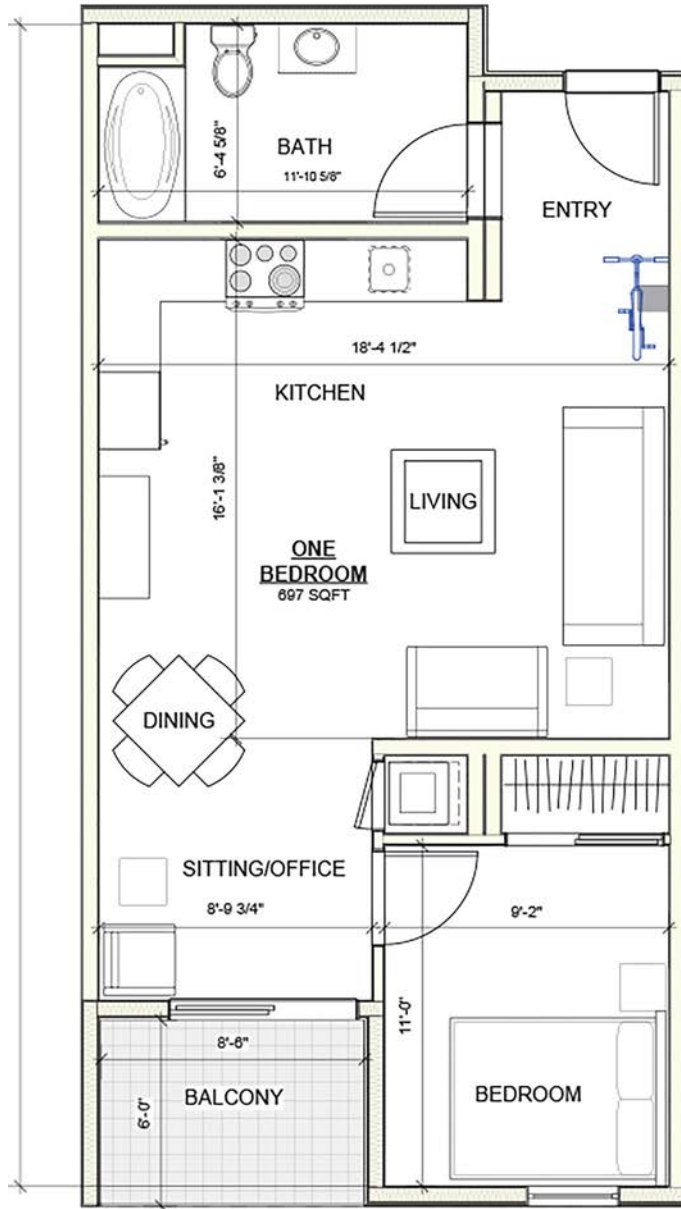
Metro1 Bedroom  
497 Sq. Ft.



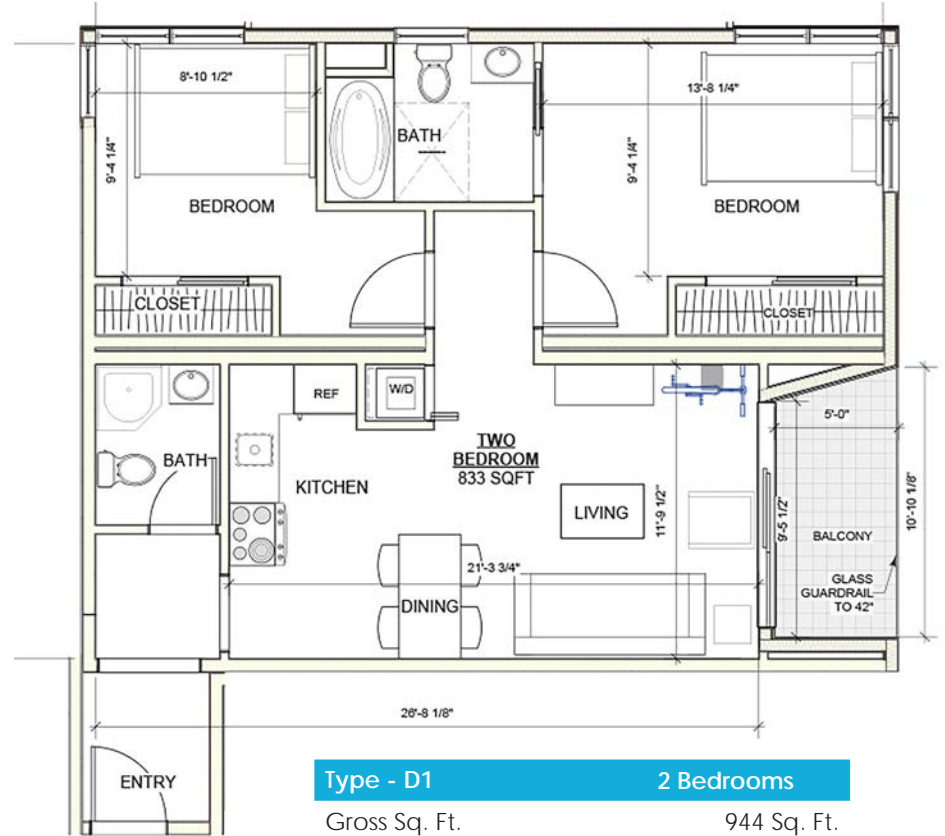
Type - B2	Metro 1 Bedroom
Gross Sq. Ft.	447 Sq. Ft.
Balcony Sq. Ft.	50 Sq. Ft..
<b>Total Sq. Ft.</b>	<b>497 Sq. Ft.</b>

ASSET  
Floor Plans

**TYPE D3 - 2 BEDROOM**



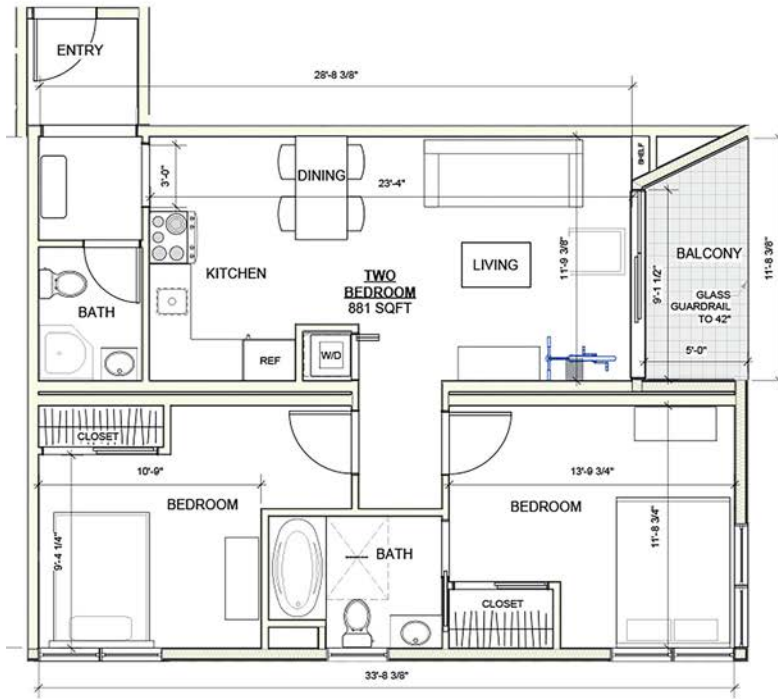
Type - D3	1 Bedroom
Gross Sq. Ft.	647 Sq. Ft.
Balcony Sq. Ft.	50 Sq. Ft.
Total Sq. Ft.	697 sq. Ft.



Type - D1	2 Bedrooms
Gross Sq. Ft.	944 Sq. Ft.
Balcony Sq. Ft.	45 Sq. Ft.
Total Sq. Ft.	788 Sq. Ft.

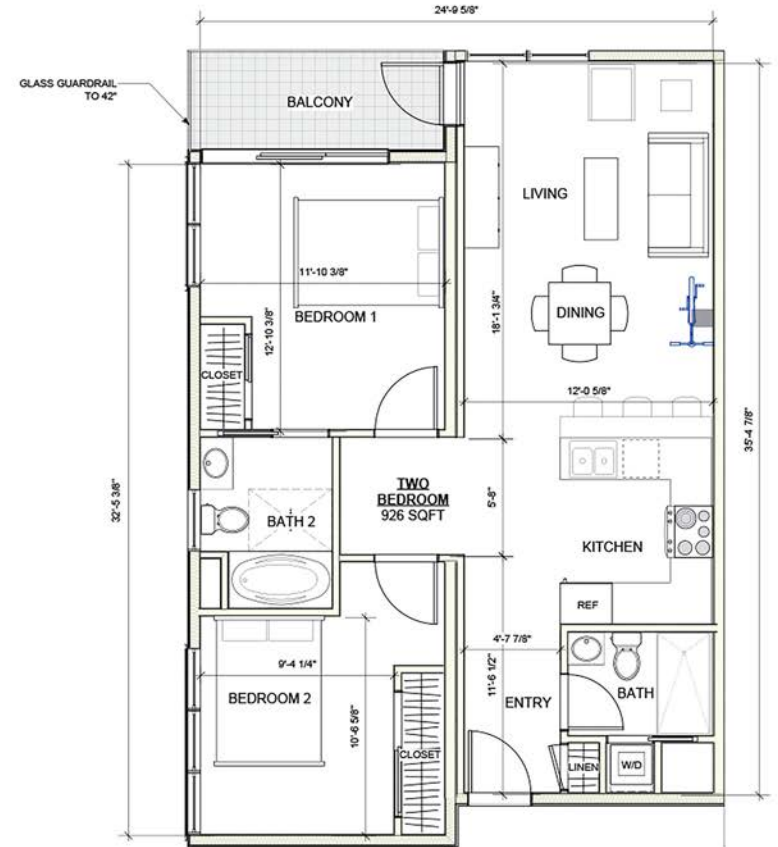
ASSET  
Floor Plans

**TYPE D2 - 2 BEDROOM**



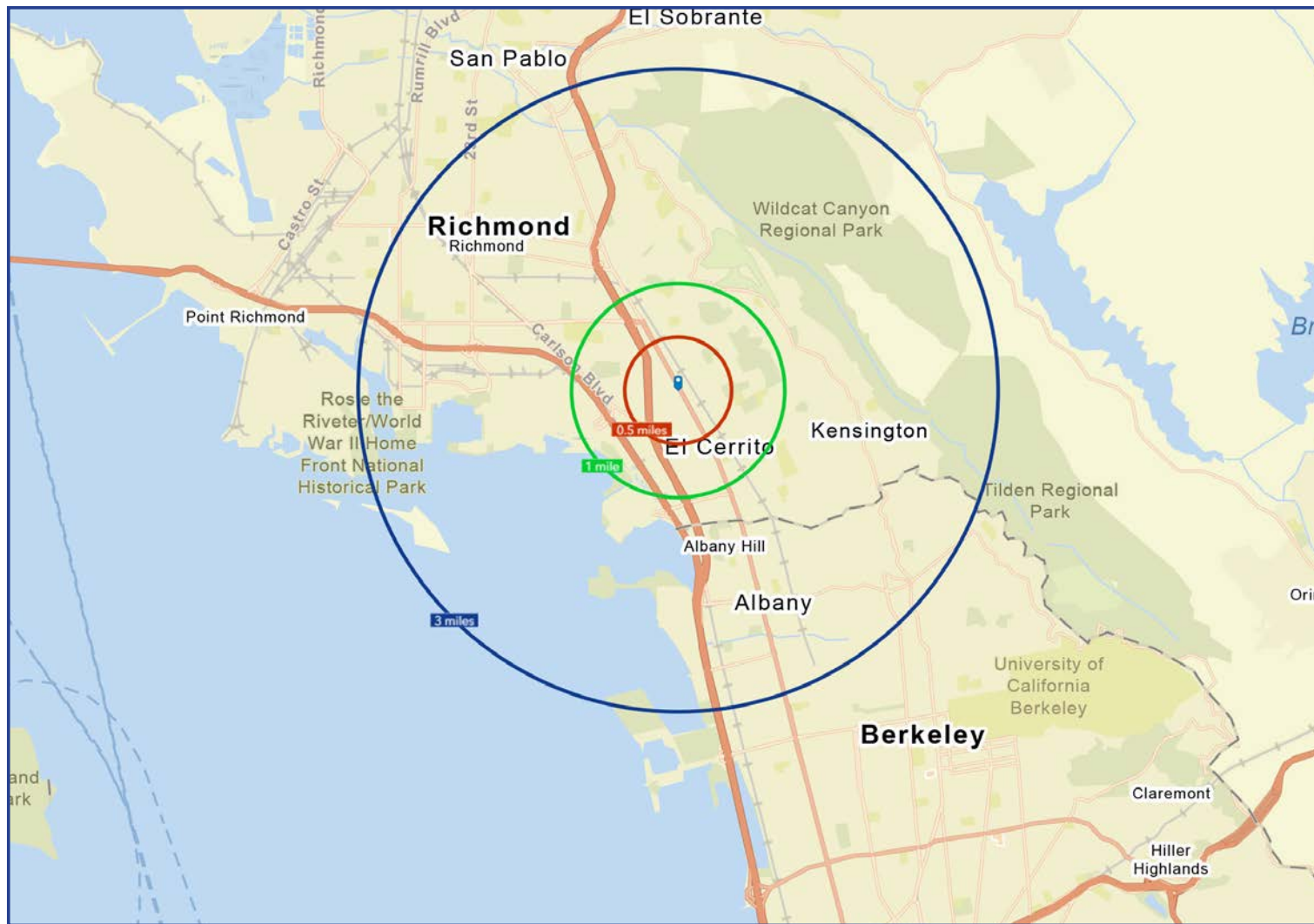
Type - D2	2 Bedrooms
Gross Sq. Ft.	831 Sq. Ft.
Balcony Sq. Ft.	50 Sq. Ft.
<b>Total Sq. Ft.</b>	<b>881 Sq. Ft.</b>

**TYPE D3 - 2 BEDROOM**



Type - D3	2 Bedrooms
Gross Sq. Ft.	876 Sq. Ft.
Balcony Sq.Ft.	50 Sq. Ft.
<b>Total Sq. Ft.</b>	<b>926 Sq. Ft.</b>

ASSET  
Demographics  
3 Mile Radius



ASSET  
FINANCIAL  
LOCATION

ASSET  
Demographics  
3 Miles

KEY FACTS

142,390

Population

40.3

Median Age



2.7

Average Household Size

\$102,854

Median Household Income

EDUCATION

10.9%

No High School Diploma



15.3%  
High School Graduate



18.9%  
Some College/  
Associate's Degree



54.9%  
Bachelor's/Grad/  
Prof Degree

BUSINESS



4,608

Total Businesses



40,256

Total Employees

EMPLOYMENT



68.5%

White Collar



15.5%

Blue Collar



16.0%

Services

4.1%

Unemployment Rate

INCOME



\$102,854

Median Household Income



\$55,599

Per Capita Income



\$209,428

Median Net Worth

2023 Households by income (Esri)

The largest group: \$200,000+ (22.2%)

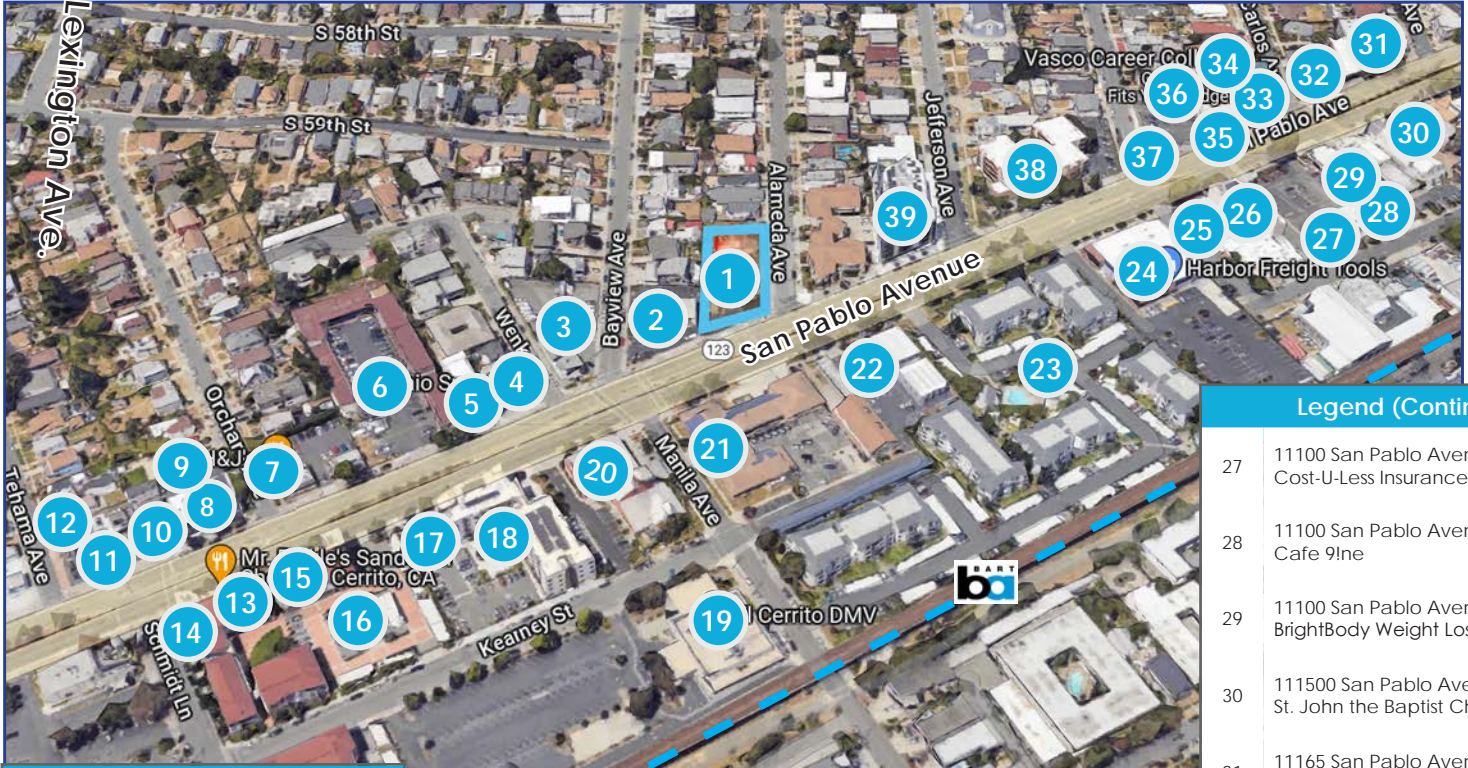
The smallest group: \$15,000 - \$24,999 (4.3%)

Indicator ▲	Value	Diff	
<\$15,000	7.6%	+1.4%	
\$15,000 - \$24,999	4.3%	+0.8%	
\$25,000 - \$34,999	5.1%	+0.8%	
\$35,000 - \$49,999	8.0%	+1.4%	
\$50,000 - \$74,999	12.0%	+1.0%	
\$75,000 - \$99,999	11.7%	+1.3%	
\$100,000 - \$149,999	17.0%	-1.5%	
\$150,000 - \$199,999	12.2%	-1.7%	
\$200,000+	22.2%	-3.4%	

Bars show deviation from

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023). © 2024 Esri

LOCATION  
ADJACENT  
OWNERS



Legend	
1	<b>Subject Property</b>
2	10903 San Pablo Avenue Midas
3	10895 San Pablo Avenue Doherty's Truck & Auto Rental
4	10889 San Pablo Avenue Yoshio Sushi
5	10879 San Pablo Avenue El Cerrito Barber Shop
6	10869 San Pablo Avenue Terrace Inn & Suites
7	10841 San Pablo Avenue H&J's Restaurant
8	10835 San Pablo Avenue, # 204 First Federal Financial Services
9	10837 San Pablo Avenue Bankston Immigration Law Office

Legend (Continued)	
10	11100 San Pablo Avenue, # 209 Audrey Shields Law Offices
11	10833 San Pablo Avenue Future Fitness Bay Area
12	10821 San Pablo Avenue Brazilian Virgin hair Boutique
13	10810 San Pablo Avenue, # 20 Mr. Pickle's Sandwich Shop
14	10810 San Pablo Avenue Sylvan Learning of El Cerrito
15	10840 San Pablo Avenue, #40 Farmers Insurance - Sirak Tegbaru
16	10810 San Pablo Avenue Crown Dental Care
17	10870 San Pablo Avenue El Cerrito Senior Center
18	10860 San Pablo Avenue Hana Gardens Senior Apartments

Legend (Continued)	
19	5400 Manila Avenue El Cerrito DMV
20	10890 San Pablo Avenue El Cerrito Parks Maintenance
21	10900 San Pablo Avenue El Cerrito Fire Department
22	10940 San Pablo Avenue Kensington Police Department
23	10944 San Pablo Avenue Civic Plaza Apartments
24	11060 San Pablo Avenue Harbor Freight Tools
25	11070 San Pablo Avenue Abbey Pet Hospital
26	11090 San Pablo Avenue Nation's Foodservice Inc.

Legend (Continued)	
27	11100 San Pablo Avenue, Suite 110 Cost-U-Less Insurance
28	11100 San Pablo Avenue, Suite 105 Cafe 9Ine
29	11100 San Pablo Avenue, Suite 104 BrightBody Weight Loss Centers
30	111500 San Pablo Avenue St. John the Baptist Church
31	11165 San Pablo Avenue East Bay Judo Institutes
32	11163 San Pablo Avenue Plank & Power High Intensity Pilates
33	11155 San Pablo Avenue Coldwell Banker Bartels Realtors
34	11155 San Pablo Avenue, Suite A Vasco Career College
35	11135 San Pablo Avenue United States Postal Service
36	11135 San Pablo Avenue, Suite 292 Child Family Health International (CFHI)
37	11101 San Pablo Avenue Wienerschnitzel
38	11025 San Pablo Avenue Eskaton Hazel Shirley Manor
39	10979 San Pablo Avenue Lander Internationale

ASSET  
FINANCIAL  
LOCATION

LOCATION

AMENITY MAP

ASSET

FINANCIAL

LOCATION

**1 Subject Propety**

**Companies**

- 1 America's Home Furnishings
- 2 Tropical Fish World
- 3 St. John's the Baptist Church
- 4 Vasco Career College
- 5 Abbey'Pet Hospital
- 6 Harbor Freight Tools
- 7 Midas
- 8 Doherty's Rental Truck Srvs.
- 9 Tap Plastics
- 10 CVS
- 11 24 Hr. Fitness
- 12 Urgent Pet
- 13 Solar Car Wash
- 14 Bay Beauty Spa
- 15 Bank of America
- 16 Sunshine Gutters
- 17 EC Veterinary Care

**Markets**

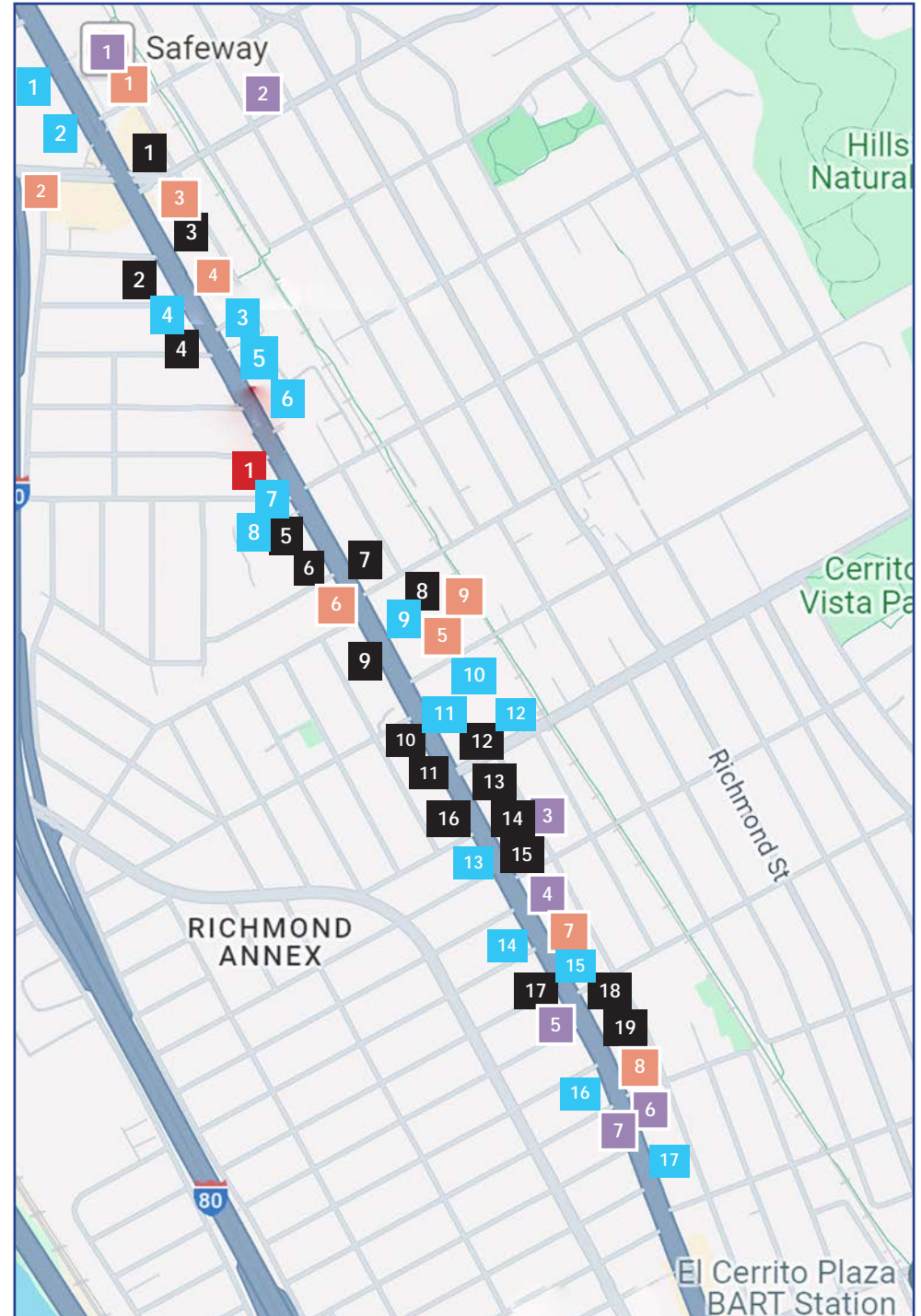
- 1 Safeway
- 2 Giovanni's Produce & Grocery
- 3 Yaoya-Sun Japanese Groucery
- 4 Bossa Nova Brazil
- 5 El Cerrio Natural Grocers
- 6 Himalayan Grocery
- 7 New India Supermarket

**Restaurants**

- 1 Denny's
- 2 Happy Garden
- 3 Tashi Delek
- 4 Der Wienersschinzel
- 5 YOshi Sushi
- 6 H&J's Restaurant
- 7 Mr. Pickels
- 8 Mountain Mike's Pizza
- 9 Sushi Sho
- 10 Yuannan Style Rice Noodles
- 11 Su-Wooei Thai Cusine
- 12 Papi's Pizza Roma
- 13 Baskin Robbins
- 14 Zomsa
- 15 Katana-Ya
- 16 Sushi-Matsu
- 17 Masa Tamales & Taqueria
- 18 Best Burritos
- 19 Subway

**Clubs, Bars & Cafe's**

- 1 Starbuck's
- 2 Los Moles Beer Garden
- 3 514 Lounge
- 4 Cafe 9ine
- 5 Tala's Coffee & Tea
- 6 Little Hills Lounge
- 7 McBear's Social Club
- 8 Banter Wine
- Donut Time

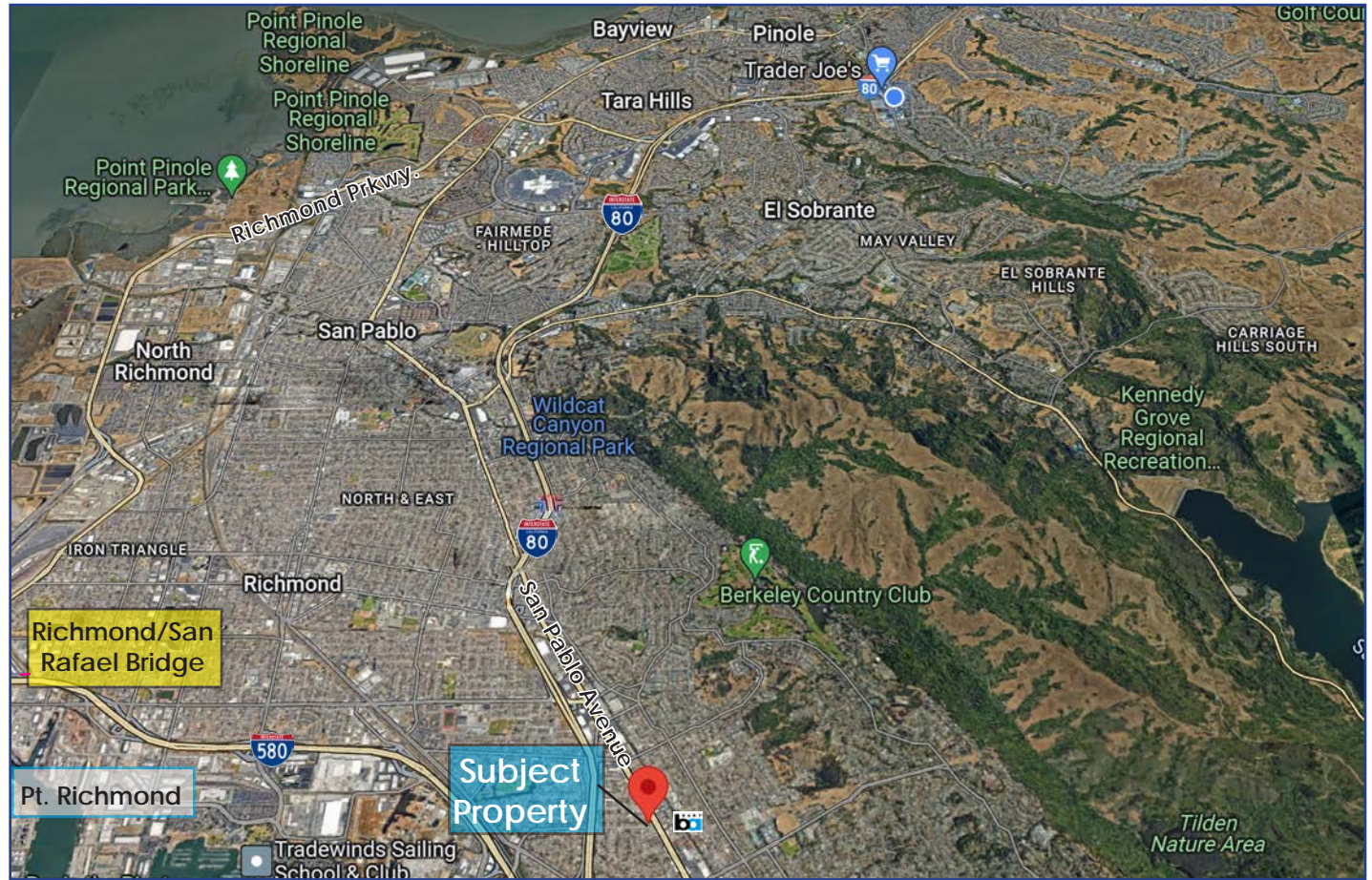


LOCATION

AERIAL VIEWS

NORTH

North to Sacramento



Richmond/San Rafael Bridge

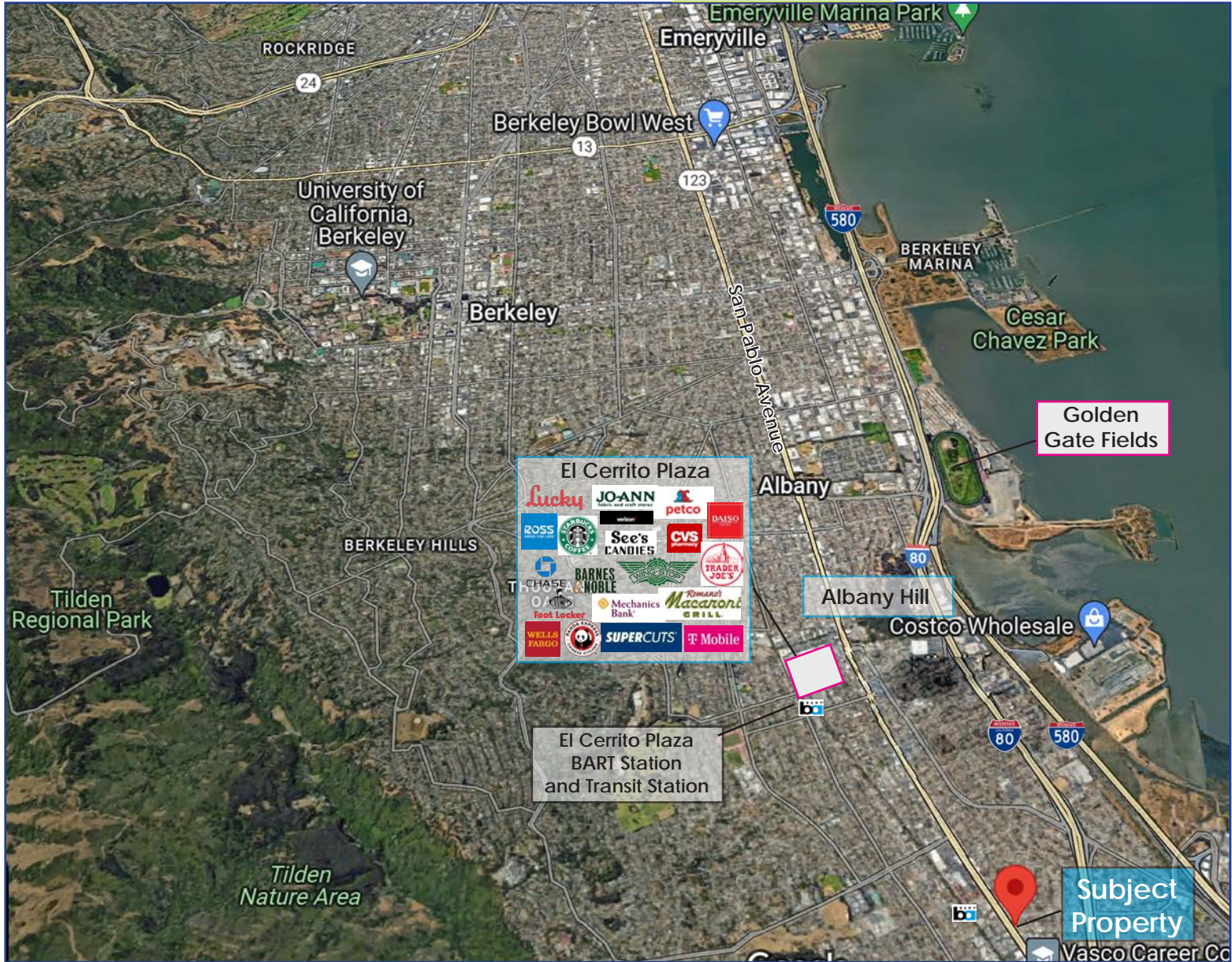
Subject Property

South To Oakland, San Francisco and San Jose

ASSET  
 FINANCIAL  
 LOCATION



South To Oakland,  
San Francisco and  
San Jose



North to Sacramento

LOCATION

AERIAL VIEWS

SOUTH

ASSET

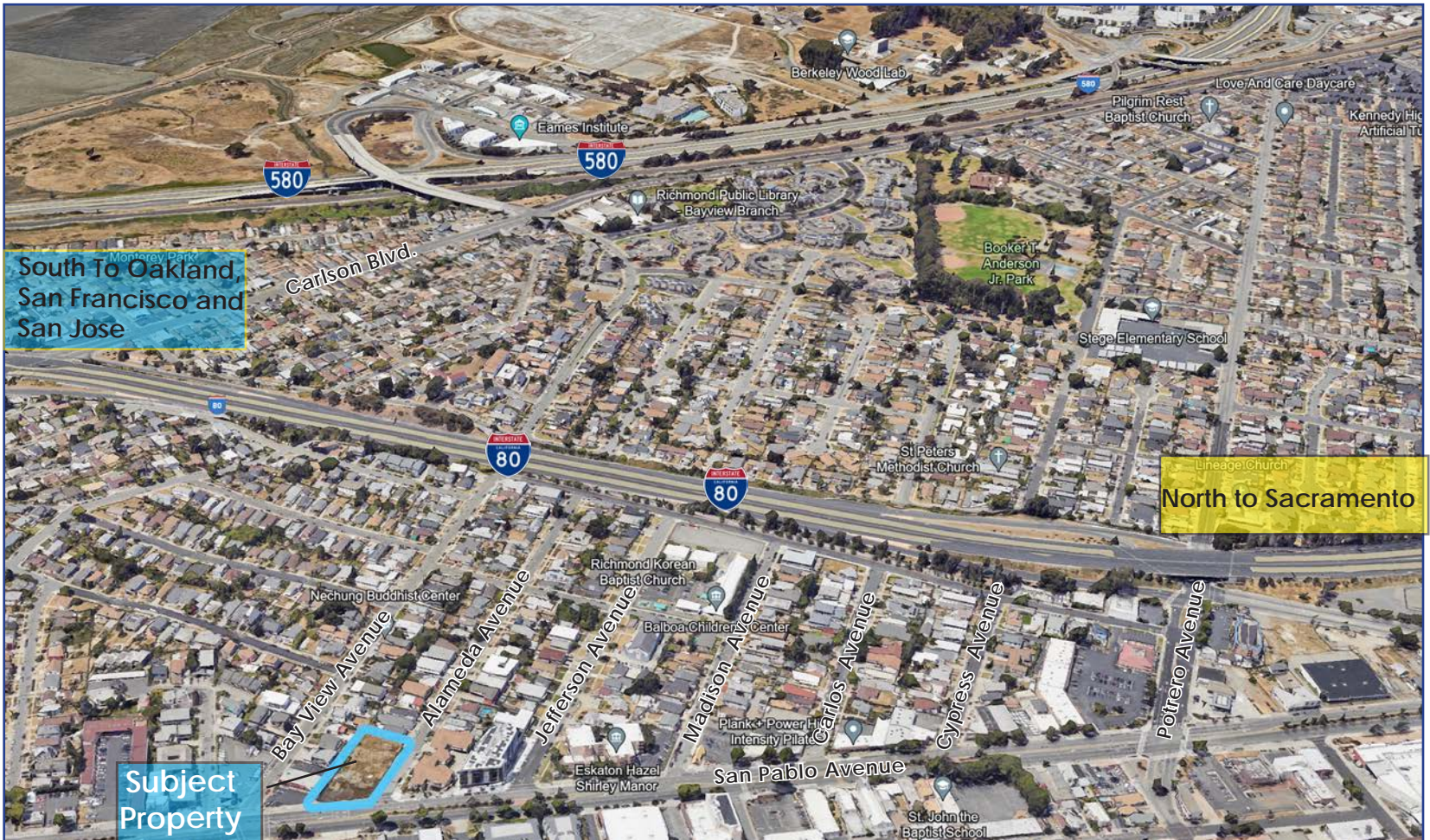
FINANCIAL

LOCATION

LOCATION

AERIAL VIEWS

WEST



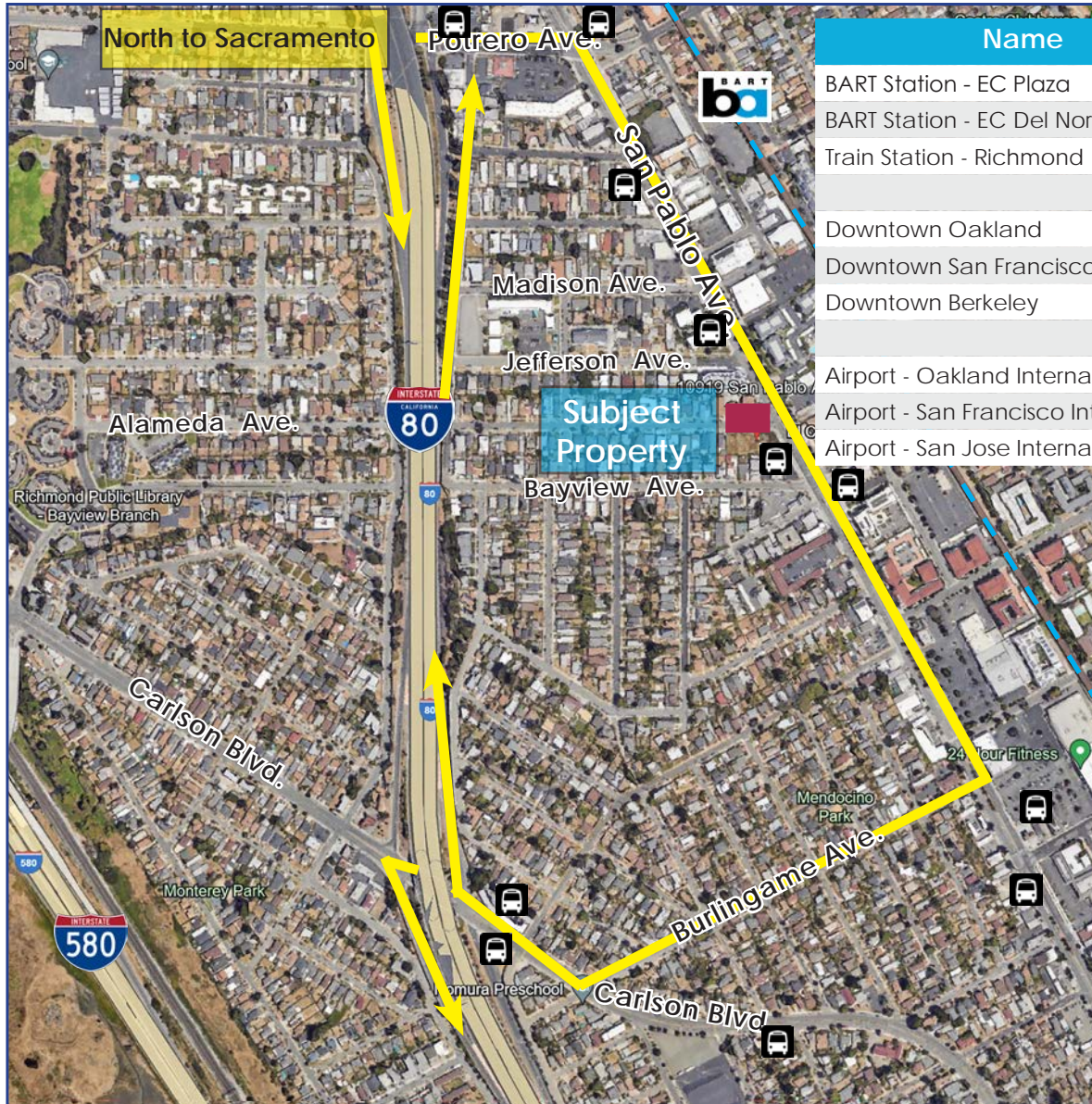
South To Oakland, San Francisco and San Jose

North to Sacramento

Subject Property

- ASSET
- FINANCIAL
- LOCATION

LOCATION  
Driving  
Directions



Name	Drive Time	Distance
BART Station - EC Plaza	5 min	1.1 mi
BART Station - EC Del Norte	5 min	1.5 mi
Train Station - Richmond	11 min	3.2 mi
Downtown Oakland	23 min	9.5 mi
Downtown San Francisco	25 min	14.1 mi
Downtown Berkeley	18 min	6.3 mi
Airport - Oakland International	25 min	19.2 mi
Airport - San Francisco International	38 min	20.4 mi
Airport - San Jose International	70 min	50.9 mi

South To Oakland,  
San Francisco and  
San Jose

Key	
	BART Route
	BART Stations
	Main Bus Route

ASSET  
FINANCIAL  
LOCATION

## ADVISOR BIOS

Brian  
Baniqued

## Brian Baniqued

## Broker Owner &amp; Investment Consultant

Brian@bcre.co

Direct: 510.222.0900 x201 | Cell: 510.851.2748

DRE License #01104388

## Professional Background (RE Developer CRE broker banker) (Continued)

Although Brian primarily assists clients in the greater San Francisco Bay Area, his abilities and expertise reach all types of real estate assets throughout not only California but also the entire United States. This is possibly thanks to not only his highly scrutinized market and asset analysis, (and the fact that Brian's personal real estate portfolio is invested in the places he also sells in) but also his collective understanding and insight into local, federal and global political and economic trends and how they could directly or inversely affect his client's real estate portfolio.

## Experience

- Managing Broker & Investment Consultant & Trainer | BCRE & BG Funding
- January 1998 – Present
- Co-Founder | BG Asset Management
- Jan 2018 - Present
- Real Estate Developer
- March 2004 – Present
- Real Estate Investor | Apartments, Office and Retail
- February 1999 – Present
- Real Estate Professional Broker
- January 1991 – Present

## Past Development Experience

- 1) Abby Terrace 64 units started  
Fremont California  
2004-2005
- 2) Socrates Townhomes 12 units  
Carlsbad California  
2004-2006
- 3) Amberwood Condos 24 units  
Concord California  
2006-2008
- 4) Bryant St Condos 20 units  
San Francisco, California  
2006-2008

ASSET  
FINANCIAL  
LOCATION

ADVISOR BIOS  
Brian  
Baniqued



**Brian Baniqued**

**Broker Owner & Investment Consultant**

Brian@bcre.co

**Direct:** 510.222.0900 x201 | **Cell:** 510.851.2748

**DRE License #01104388**

**Current Development Experience**

- 5) The CIVIC LLC -54 unit Luxury Apartments for Rent  
Entitled-40 days from FINAL BUILDING PERMIT  
Seeking Construction Financing
- 6) Pinole Valley Road- Mixed Use Retail Office & Retail with 29 unit apartments for rent  
Entitled and approved  
Preparing Construction Documents

ASSET  
FINANCIAL  
LOCATION

## ADVISOR BIOS

Jasmine  
Farmer**Jasmine Farmer****Realtor**

Jasmine@bcre.co

**Direct:** 510.222.0900 | **Cell:** 510.949.7250**DRE License #02186728****Professional Background**

Jasmine Farmer is a Bay area native. She began working in the real estate industry in 2019.

Jasmine comes from a bloodline of apartment multi-family investors and grew up around the business. Jasmine's father has been one of Brian's clients since 1997, buying, selling, and 1031 exchanging properties. At an early age, she was strongly influenced by seeing how large real estate transactions were put together by observing her father's and Brian's transactions throughout the years. Inspired by her childhood influences, Jasmine indulged in getting her real estate license at the age of 19. Jasmine continues to strive for excellence in expanding the knowledge base that she brings to the table with a focus on being a value to her clients.

She attended Saint Mary's College in Moraga to get a BA in Business Administration with a concentration in Marketing. Jasmine is a former NCAA Division 1 basketball player and brings the competitive edge of an athlete to the real estate industry and the clients that she serves. Jasmine received an Athlete of the Year award in basketball. Jasmine enjoys spending quality time with her family, the outdoors and fitness activities.

Jasmine's mission is to assist all walks of life to build their real estate portfolio and create wealth. Jasmine excels in problem solving and loves to take on new challenges to help those in need.

ASSET  
FINANCIAL  
LOCATION

BROKERAGE

Contact

Information



For a private showing, please contact the exclusive listing agents.

**Brian Baniqued**

Developer Lead

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**Jasmine Farmer**

Realtor

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